

**PUBLIC INFORMATION & COMMUNICATION SERVICES  
NIH TASK ORDER (For Use by Other Federal Agencies)**

**RFTOP NUMBER: RFTOP 265 (CDC 19)**

**TITLE:** Plain Language/Low Health Literacy STD Material Development and Translation Services

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

**A. Point of Contact Name:**

Helen Mitchell

Email: [hjm3@cdc.gov](mailto:hjm3@cdc.gov)

Phone: 770-488-1114

**Mailing and Billing Address:**

CDC/PGO

Helen Mitchell, Contract Specialist

Mailstop 71

2920 Brandywine Road

Atlanta, GA 30341

**B. Proposed Period of Performance:** The performance period begins with date of award and the overall end date **12/31/2005.**

**C. Pricing Method:** Cost Plus Fixed Fee

**D. Proposal Instructions:** Proposals are to be submitted via email to Helen Mitchell, [hjm3@cdc.gov](mailto:hjm3@cdc.gov) by August 1, 2005 at 4PM EST.

Questions are to be submitted via email to Helen Mitchell, [hjm3@cdc.gov](mailto:hjm3@cdc.gov) by July 18, 2005.

## F. Task Description

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
PUBLIC HEALTH SERVICE  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
OFFICE OF COMMUNICATION  
ATLANTA, GEORGIA 30333

### REQUEST FOR TASK ORDER PROPOSAL Creative Services

**Title:** Plain Language/Low Health Literacy STD Material Development and Translation Services

**Contract reference:** This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks

1. Communication Research
5. Outreach/Promotion
7. Outreach minority/underserved populations
8. Product development
9. Graphic design

**Page Suggestion:** No more than 15 pages. Bios/CV should be submitted as attachments and limited to 2 pages per person

**Budget format suggestion:** Budget proposal should be submitted as an appendix with separate line item cost for each task outlined in the SOW. No costs should be shared across line items to ensure ability to fund work in phases if deemed necessary and appropriate.

**Funding Range:** (check one)

*(Provide range from cost estimate form; these categories are fixed by PGO and should be used as noted.)\**

- X Under \$100,000
- ☐ Over \$100,000 but less than \$300,000
  - ☐ Over \$300,000 but less than \$500,000
  - ☐ Over \$500,000 but less than \$700,000
  - ☐ Over \$700,000 but less than \$1,000,000
  - ☐ Over \$1,000,000

**Background:** STDs can affect sexually active persons of all racial, ethnic, cultural, and socio-economic groups. In order to maintain our commitment of disseminating information that is easily understood and culturally appropriate to a variety of audiences, the Division of STD Prevention needs low health literacy materials that are written in

non-scientific/plain language to help meet the demand of our constituents. In addition the CDC-Information line needs materials to send to callers who request information about STDs. The STD Fact Sheets currently available on Division of Sexually Transmitted Disease (DSTDP's) website does not meet this requirement.

**Description of work:**

- Lower the health literacy to a 8<sup>th</sup> grade or below reading point for all existing DSTP's STD Fact Sheets
- Reformat the information into attractive fact sheets and brochures with images (stock footage) that are culturally appropriate
- In addition to an English version contractor will provide culturally appropriate translated versions of the fact sheets and brochures in Spanish. Contractor should adjust information to be culturally appropriate and not attempt to do a direct English to other language translation
- Fact sheets are to be no more than one page (front and back) and 508A compliant (for posting on CDC website).
- Brochure should not be more than a three-fold (front and back) and 508A compliant (for posting on CDC website) .
- Contractor will design the products using HHS & CDC Logo as a brand image. Note contractor must comply with CDC Identity requirements.
- Contractor will ensure all content and language is reviewed for and remains scientifically accurate before submission to CDC for approval.
- Contractor is required to at least mini-test language and materials with representatives of each consumer target, make appropriate modifications if necessary, and submit report of testing results along with draft materials for CDC approval. CDC must approve any screener or moderator message testing guide. Contractor must comply with any OMB message and material testing requirements and not ask the same question of more than 9 individuals per target.
- Contractor will purchase and license all images with unlimited usages and ownership becomes sole property of the government.
- Contractor will provide camera ready electronic copy and hard copy for printing through government resource.

**Items from CDC appropriate for preparation of proposals:**

CDC Fact Sheets: [http://www.cdc.gov/nchstp/dstd/disease\\_info.htm](http://www.cdc.gov/nchstp/dstd/disease_info.htm)  
and [http://www.cdc.gov/nchstp/dstd/disease\\_info.htm#GenInfo](http://www.cdc.gov/nchstp/dstd/disease_info.htm#GenInfo)

**Item from CDC appropriate for task completion:**

CDC Fact Sheets: [http://www.cdc.gov/nchstp/dstd/disease\\_info.htm](http://www.cdc.gov/nchstp/dstd/disease_info.htm)  
and [http://www.cdc.gov/nchstp/dstd/disease\\_info.htm#GenInfo](http://www.cdc.gov/nchstp/dstd/disease_info.htm#GenInfo)

**Deliverables:**

- a. Report of mini-testing and findings – electronic Word format  
and 4 hard-copies

**10/31/2005**

7/31/05

b. Maximum 15 plain language/low-literacy STD health topic fact sheets – one-pager (front and back) electronic and camera-ready copy w/HHS/CDC brand identifier. Each fact sheet will be delivered in English and Spanish file created using Mac OS System 9.0 or later or Microsoft Windows w/XP on a single session Recordable CD, using Page Layout: InDesign or QuarkXpress; Drawing/Illus: Adobe Illus; Image Manipulation: Photoshop. Note: Contractor must use software in corrected native format, latest version, and without third party extensions/plugins. Also CD must include all fonts used. Contractor must furnish laser print hard copy of final file. In addition to the Print Ready file, the contractor should furnish the same file on a separate CD in Adobe Acrobat Portable Document Format(PDF) for Internet. 10/31/05

c. Maximum 15 plain language/low-health literacy STD health topic brochures – three-fold (front and back) electronic and camera-ready copy w/HHS/CDC brand identifier. Each brochure sheet will be delivered in English and Spanish file created using Mac OS System 9.0 or later or Microsoft Windows w/XP on a single session Recordable CD, using Page Layout: InDesign or QuarkXpress; Drawing/Illus: Adobe Illus; Image Manipulation: Photoshop. Note: Contractor must use software in corrected native format, latest version, and without third party extensions/plugins. Also CD must include all fonts used. Contractor must furnish laser print hard copy of final file. In addition to the Print Ready file, the contractor should furnish the same file on a separate CD in Adobe Acrobat Portable Document Format(PDF) for Internet. 10/31/05

## **Scope of Work**

1. The contractor shall have an initial meeting with the Technical Monitor to establish milestones and other programmatic needs to ensure timely completion of project.
2. The contractor shall submit for approval a delivery schedule for each product, based on agreements made at the meeting cited above.
3. The contractor will conduct a literature review and use existing knowledge to guide cultural approach to creations of the products delivered in this statement of work (SOW).
4. The contractor shall access the following URL to obtain content for the development of each product: *CDC Fact Sheets*:  
[http://www.cdc.gov/nchstp/dstd/disease\\_info.htm](http://www.cdc.gov/nchstp/dstd/disease_info.htm)  
and [http://www.cdc.gov/nchstp/dstd/disease\\_info.htm#GenInfo](http://www.cdc.gov/nchstp/dstd/disease_info.htm#GenInfo).
5. The contractor shall write/edit information sheets to be disseminated to the adult general population. (Our goal is to keep the literacy rate at a level that is not higher than an 8th grade reading level).

6. The contractor shall develop an English version of a maximum of 15 information sheets and then revise them into culturally appropriate documents in Spanish.
7. Contractor will mini-test and make appropriate modifications to products to ensure their relevance and ease of understanding with the target audience.

**Period of Performance:**

The performance period begins with date of award and the overall end date is: **Date of Award - \_12/31/2005\_**.

**Special Clearances:**

*Check all that apply:*

- ☐ OMB
- ☐ Human Subjects
- ☐ Privacy Act

Production Clearances:

- ☐ 524 (concept)
- ☐ 524a (audiovisual)
- ☐ 615 (printing)

**Evaluation Criteria:**

- A. Award: This task order will be awarded to the offeror whose proposal is considered to be the most advantageous to the Government, price and other factors identified below considered. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.
- B. Technical Evaluation

Technical evaluations for this RFTP are as follows:

Criteria	Points or relative <u>Value of criteria</u>
Technical Approach	<u>25</u>
Staffing and Management	<u>25</u>
Similar Experience	<u>25</u>
Recommendations	<u>25</u>

**Technical Approach:**

Contractors are to provide a discussion of their technical approach for providing the services required for this task order.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.

**Staffing and Management:**

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

**Similar Experience:**

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope (Low literacy/plain language/translation services, testing with this hard to reach target).

This criteria will be evaluated to determine appropriate experience of assigned personnel.

**Recommendations:**

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task.

This criteria will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.

**Proposed Technical Monitor:**

Allison Friedman

MS E02

[Alf8@cdc.gov](mailto:Alf8@cdc.gov)

404-639-8537

**Project Officer:** Brittney Spilker, Division of Creative Services